

Abstract

The present invention provides a tape measure having a top wall, a bottom wall, a first spaced end wall and a second spaced end wall, with an opening in the first spaced end wall having a double-sided retractable tape extending therefrom; the double-sided retractable tape having a top side and a bottom side and marked identically on both sides with a graduated scale in metric or U.S. units of linear measure; the tape being normally retractably stored in the housing with the proximal end at all times exteriorly accessible of the opening; the proximal end of the tape including a double-tipped terminal end having an upper flange and a lower flange extending simultaneously upwardly and downwardly and positioned substantially perpendicularly to the tape, such that the terminal end can be seated on a lip or shoulder of a workpiece to releaseably retain the free end of the tape, while a remainder of the portion of the tape is played out from the housing.